

THE  
HOLOPHANE  
LIGHT  
AND  
VISION  
INSTITUTE



ROOM . . . 719  
342 MADISON AVENUE  
NEW . YORK . CITY



# THE • INSTITUTE

THE HOLOPHANE LIGHT AND VISION INSTITUTE, NEW YORK, EXTENDS TO YOU A CORDIAL WELCOME.

THE INSTITUTE IS A DEMONSTRATION LABORATORY, UNIQUELY EQUIPPED TO ILLUSTRATE THE MAGIC OF LIGHT.

ATTENDANCE IS FREE, THE ONLY QUALIFICATION BEING YOUR INTEREST, THE ONLY FEE, YOUR TIME.

YOU MAY HERE COMPRESS INTO AN HOUR LIGHTING EXPERIENCES THAT MIGHT OTHERWISE TAKE YEARS, OR EVEN A LIFETIME.

# ITS • PURPOSE

THE MISSION OF THE INSTITUTE IS TWO-FOLD:

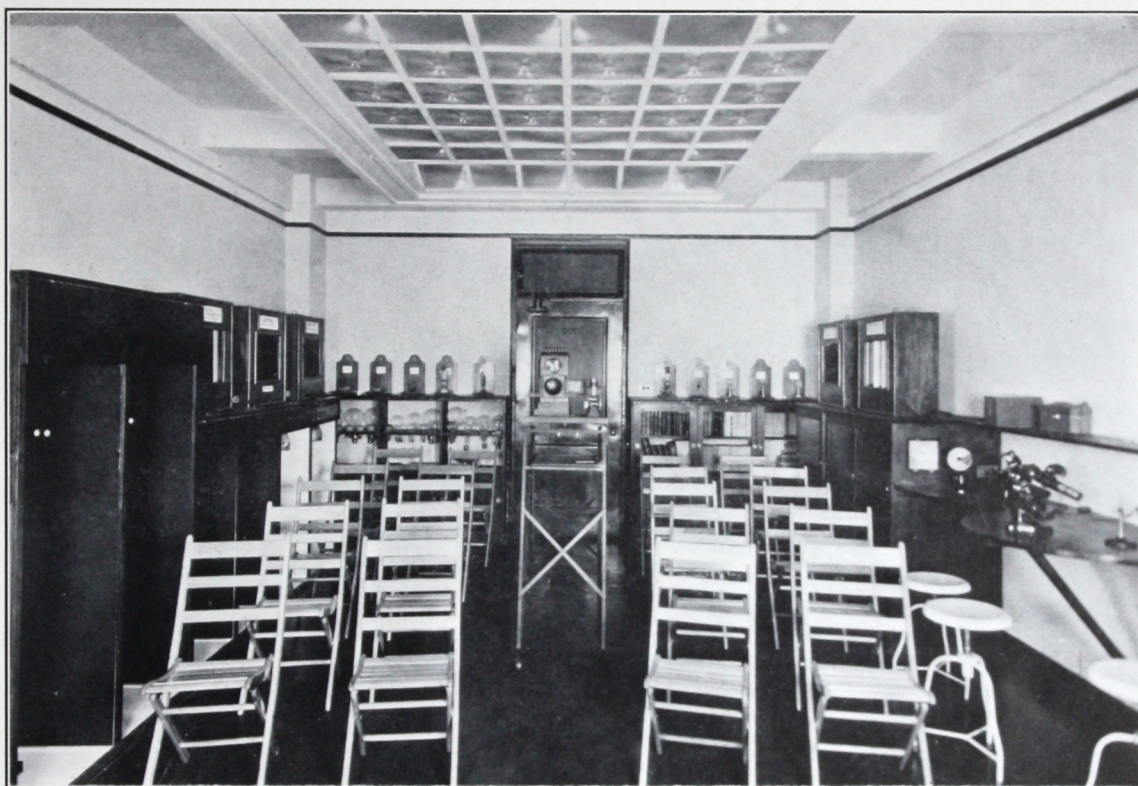
1. TO DEMONSTRATE TO USERS OF ILLUMINATION THE FUNDAMENTALS OF LIGHT AND VISION IN A STRIKING, UNDERSTANDABLE AND UNIQUE MANNER.
2. TO PROVIDE A LIGHTING LABORATORY FOR THE PROFESSIONS FREELY ACCESSIBLE, WITHOUT OBLIGATION.

THE HOLOPHANE COMPANY HAS FINANCED THIS EDUCATIONAL VENTURE IN THE BELIEF THAT:

“HE PROFITS MOST WHO SERVES BEST”



## LECTURES



The Institute Arranged for Lectures

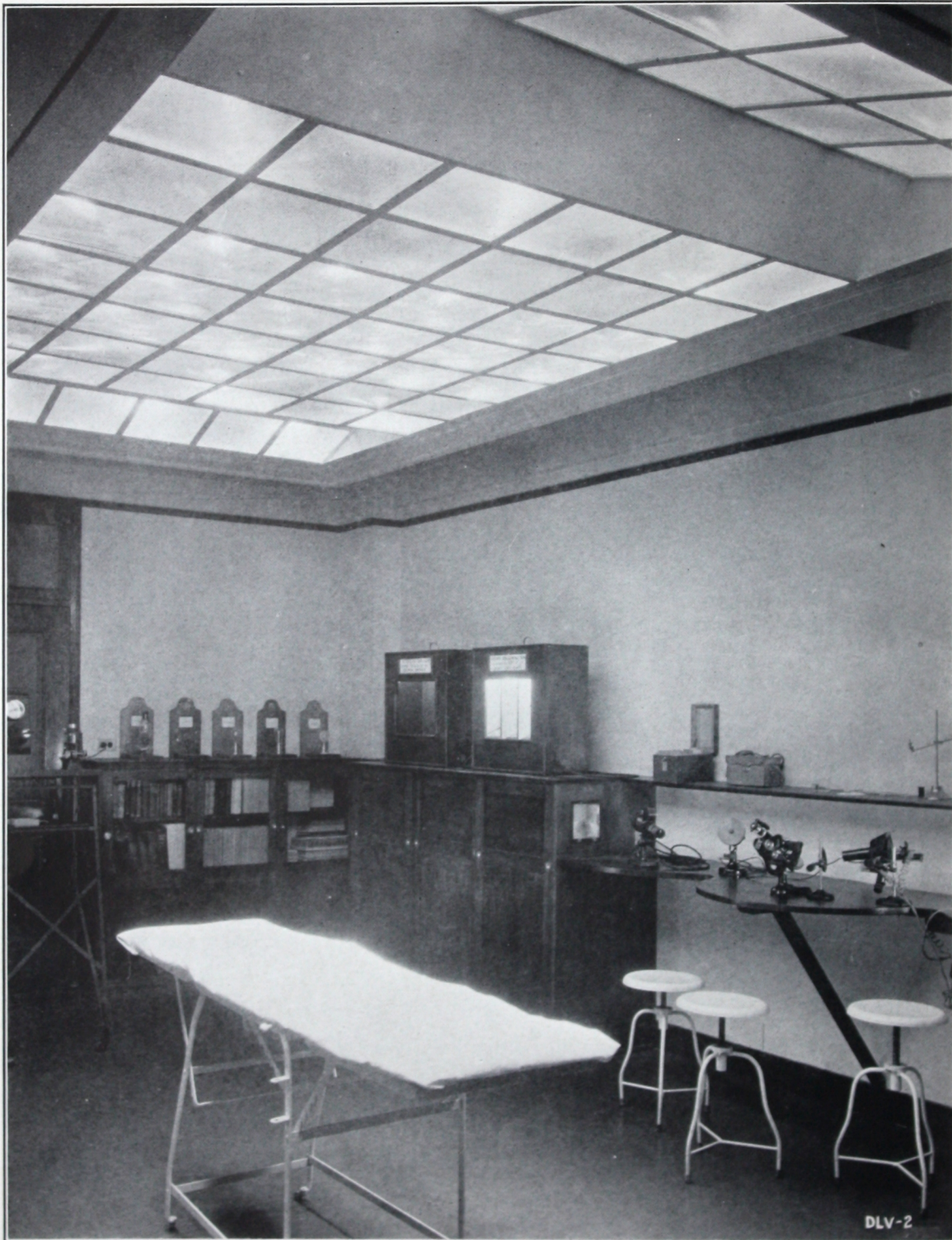
LECTURES on any phase of light and vision will be prepared and delivered at the Institute by capable speakers, without charge, or within a reasonable radius of the Institute, upon application with one week's notice of date group wishes to be received or speaker is desired.

The full facilities of the Institute will be drawn upon for lectures delivered on the premises. The Institute lecture room will accommodate an audience of twenty-four.

When lectures are to be delivered elsewhere such portable demonstrations as can be reasonably conveyed to the lecture hall will be used, with slides or films.



## SURGERY LIGHTING



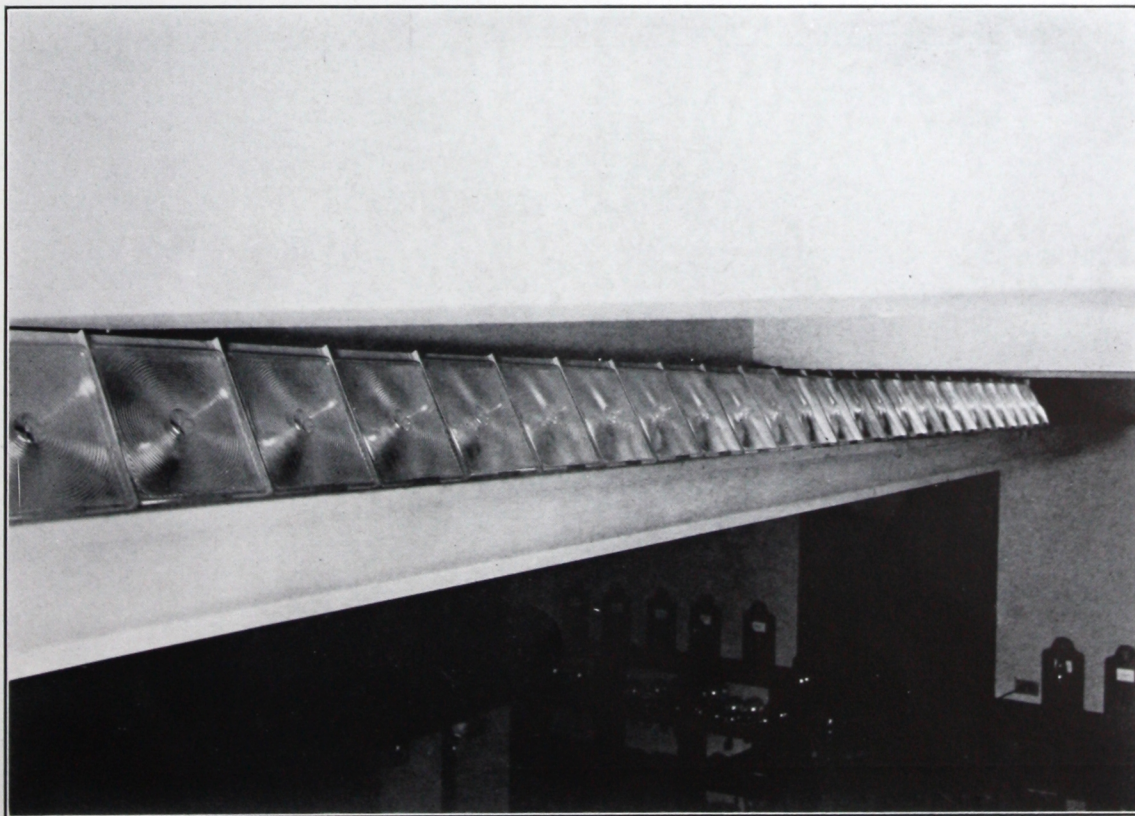
The Application of Light to Surgery.



## SPECIAL INSTITUTE DEMONSTRATIONS



Blackboard Lighting.



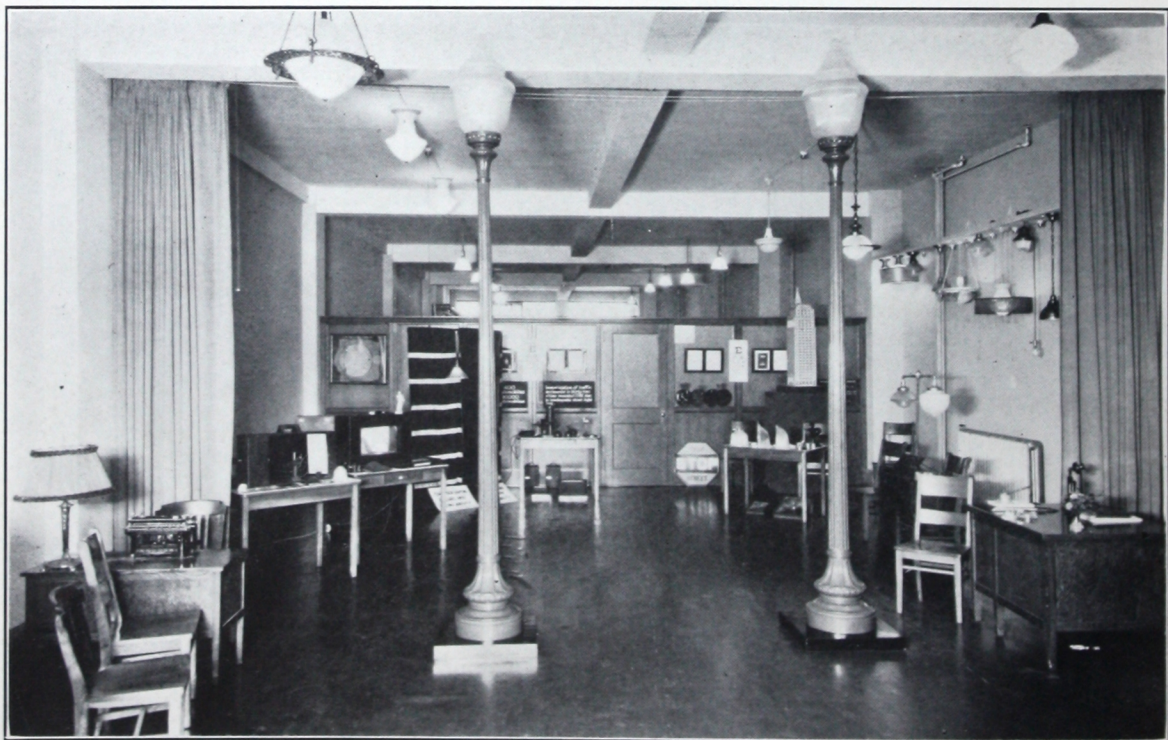
Concealed Lighting with Prismatic Lenses.



## OTHER DEMONSTRATIONS



Display Lighting at Institute Showroom.



The Lighting Institute of Holophane, Ltd., 385 Yonge St., Toronto, Canada  
At Which Similar Facilities Are Available.



LIST OF SPECIAL LIGHT AND VISION DEMONSTRATIONS  
AT INSTITUTE.

Artificial Light vs. Daylight.  
Background Effects.  
Camouflage Effects.  
Color Effects.  
Color Illusions.  
Contrast.  
Control of Light.  
Effect of Whiteness of Light.

Glare.  
Maxwell Color Wheel.  
Microscopic Demonstrations.  
Monocular vs. Binocular Vision.  
Optical Illusions.  
Shadows.  
Speed of Vision.  
Stroboscopic Effect.

OTHER DEMONSTRATIONS.

Art Gallery Lighting.  
Blackboard Lighting.  
Cove Lighting.  
Hospital Lighting.  
Industrial Lighting.  
Lens Applications.

Lighting for Hospital Surgeries.  
Office Lighting.  
School Lighting.  
Show Window Lighting.  
Store Lighting.  
Traffic Lighting.



*Architects Please Note*

The attention of architects is particularly called to the demonstrations of light and shadow and the optical illusions.



